



Driftless Market NEWSLETTER!



June, 2009



Driftless Market - 95 West Main Street, Platteville, WI
608-348-2696 • www.driftlessmarket.com
Mon - Fri: 10am-7pm, Sat: 9am-4pm, Sun: Closed

Thank You for your support!

Driftless Market Celebrates One Year Anniversary in June!

OF INTEREST:

- One Year Anniversary
- Driftless Market Kitchen & Deli
- Fresh Produce, Recipes, & Tips
- Local Vendor Profile
- June Dairy Month
- Community Connections
- Sale & Featured Products
- Local & Regional Art article
- Anniversary specials

Regional Local Food and Art Web Links

- [Platteville Farmers' Market](#)
- [Mineral Point Farmers' Market](#)
- [Southwest WI Bike Trails](#)
- [ArtsBuild](#)
- [Local Fare Directory](#)
- [Simply Local Food](#)
- [Fennimore Produce Auction](#)

April was an exciting month for the Driftless Market. We received two big awards - First the Southwest WI Regional Economic Development Coalition awarded us the BEST New Business (under 12 months) and next the Wisconsin Main Street Program named us the 2008 Best New Business, (independent).

We are thrilled to receive these prestigious awards and want to share that honor with our community patrons. June 4th brings our first anniversary. Without your support, both emotionally and financially, we would not be open.

Driftless Market, LLC is a local, organic, deli, grocery and art market on the corner of Court and Main Street in Platteville. We are your corner grocery, where folks stop in for a few items or their weekly shopping. We carry a wide selection of artwork by local artisans and we serve a delicious deli lunch featuring our acclaimed homemade soups.

Our doors opened during the 2008 Main Street construction season which didn't stop our patrons from coming in to enjoy lunch or to shop for local and organic produce. Your product suggestions helped us to increase our

gluten free and health-conscious offerings, along with ideas for local cheeses, meat, dairy and more.

Through winter storms and economic downturns, you have supported our dream and we look forward to celebrating this first year with you and venturing into the future.

We sincerely thank you and look forward to seeing you at the market soon!

The Driftless Market Owners: Heather and Joe LeFevre, Heidi and Bill McBeth, Jayne Dunnum and Robin Timm.

Driftless Market Deli Take-Out:

You may already be aware of our great homemade deli soup, salad and sandwiches for lunch - but did you know about our other great take-out deli options?

Be sure to stop in to check out our regular offerings of: homemade Driftless Market Hummus - Garlic and Roasted Red Pepper varieties; individual veggie bags; containers of fruit salad; pre-made wrap

sandwiches; homemade muffins and baked goods; and fresh loaves of homemade bread - rustic whole grain, rye and white loaves made weekly.

Do you have a special event that you need a unique fresh deli salad, main dish, dessert or appetizer? Many offerings are seasonal - contact Heather about available menu items for your special event.

heather@driftlessmarket.com

From the Kitchen

See our Daily Deli Menu on-line
www.driftlessmarket.com

Food and Produce News

June Specials:

(June 8 to the 27th)

Annie's Homegrown Cereals
25% off

7th Generation 32oz spray cleaners
15% off

Frontera Salsas
15% off

Nature's Splash Drink Mixes
25% off

New: Biotta Veggie Drinks
15% off

Blue Sky 6 pack Sodas
25% off

Dr. Bronner's Soaps
25% off

Pamela's Gluten Free Baking mix
15% off

● Fresh, Local, Summer Produce - Robin Timm

The local summer produce is coming in, each week bringing fresh new items. Early summer brings us cool weather crops of lettuce, spinach, green onions, watercress, and perennial herbs like oregano, lovage, mint and chives. When the asparagus slows down in June, the strawberries come in, along with beets, turnips and kohrabi. Moving into the heat of summer brings those longed for vine-ripened tomatoes, sweet bell peppers, and beautiful basil. Throughout July and August, even into September, we will have all your salsa fixings, fresh from the garden: hot jalapenos, tomatoes, cilantro, red onions.

Don't forget zucchini, cucumbers, corn, eggplant; the list of local produce is long and tantalizing.

Ok, I realize in Wisconsin we will need to import a few items like limes, lemons and those popular pluots. Our organic distributor is teasing us with the arrival of Washington cherries, peaches, nectarines and plums. And our staple Fair Trade bananas and Fuji apples will be in stock, as long as weather permits.

Be sure to stop in every week and see what's new in our produce department and pick up recipe cards featuring produce that is currently in season.

Driftless Market Recipe: Fresh Fruit & Black Bean Salsa served at the 13th annual "Walk Down Main" event

- 2 cups black beans drained and rinsed
- ¼ cup onions diced
- ½ green pepper diced
- 4 cloves garlic minced
- 1 to 2 cups of diced pineapple, mango or melon
- 1 tsp of cumin
- 1/4 bunch of cilantro chopped
- 1 cup of tomato diced
- Lime juice to taste

Mix all together and refrigerate for at least 2 hours.

"Did you know?"
You can share recipes on the Driftless Market website.
www.driftlessmarket.com



● Local Vendor Profile: Gary Olson, Platteville

Throughout the year we have a variety of local growers supply a variety of products to the Driftless Market. Here is a profile on one of our local farmers who will be supplying delicious lettuce, broccoli, kohlrabi and more in the upcoming weeks.

I've been growing things since I was big enough to carry a hoe. I grew up on a dairy and hog farm so I have always been around living things and growing crops and vegetables. I have come more and more each year to appreciate the wonders of nature, the fact that life can spring from such a tiny thing as a seed.

I began at the Farmers Market in Platteville in 1981, its first year of operation and have been a vendor every since. I enjoy growing virtually everything, and try to grow something new each year just to keep interest up. I would have to say my favorite things to grow now are potatoes, apples, and working with my hives of bees. Just two days ago, I was able to capture a huge swarm of bees, with help from my wife Marcia, that I am sure came from one of my hives. I now have them in a new hive box home and my apiary grows by one.

June is Dairy Month - stop in to checkout Local Dairy Products to be found at the Driftless Market

- **CHEESE** - many new varieties being featured (See listing to the right)
- **Blue Marble Dairy** - milk, half and half, and raspberry smoothies in glass bottles
- **Sassy Cow Creamery Organic Milk**
- **Sugar River Yogurt** - This is a must try!
- **Westby Coop Creamery** dairy products
- **Organic Valley** dairy products



Driftless Market Local Cheese List Expands:

- **Roelli Cheese, Shullsburg:** Specialty cheddar and Jack cheeses with Fresh Cheddar Curds on Fridays
- **Schurman's Cheese, Beetown:** Raw Milk varieties, Baby Swiss, Provolone and Havarti
- **Hook's, Mineral Point:** Five year Aged Cheddar
- **Montchevre', Belmont:** Goat's Milk Cheese Logs and Mini Brie Rounds
- **Montforte' Cheese, Montfort:** Award winning Gorgonzola & Blue Wedges
- **Valley View Cheese, South Wayne -** Horseradish Havarti
- **Crave Brothers Farmstead Cheese,** Fresh Mozzarella and Farmers Rope Cheese
- **Westby Coop Creamery, Westby:** Mild Cheddar, Colby and Co-Jack
- **Atheno's Feta Cheese**
- **Parmesan and Romano**

Community Connections

- **Driftless Market 1 Year Anniversary Party & month long specials and activities:**

1 year Anniversary Party - Thursday, June 4th from 5-7pm

- Join us for refreshments, entertainment and in-store specials.

See complete listing on page four of weekly specials and activities throughout the month of June.

We hope you will join us as we celebrate!

- **Summer Music in the Park - Thursday evenings in City Park**

Stop by the Driftless Market before heading to the Platteville City Park for the weekly summer concert series. You will find: frozen treats; pre-made wrap sandwiches, Driftless Market Hummus and a wide assortment of pita chips and crackers; snacks; energy bars; and large assortment of cold drinks, like Honest Teas, Blue Sky Natural Sodas, Platteville Main Street Root Beer, and much, much more!

- **Capitola Review Artist Reading - Saturday, June 20th from 2:00 - 4:00 pm**

Join the Driftless Market in once again welcoming Capitola Review contributing artists to share their work at an artist reading in June.

The second edition of this unique and beautiful

publication will be available for purchase at the Driftless Market early in June.

Among others, the current edition features poetry by Jim Hiner who connected with this project at the last

reading, as well as a display of work from contributing visual artists Amy Fisher and Heidi Dyas-McBeth - both of whom have artwork currently available at the Driftless Market.

We hope to see you there!

Driftless Market Staff member and Team Captain Anne Donovan and the Donovan Family at the 2009 Grant County Relay for Life.



- **Relay for life - Team Driftless Market final numbers**

The Grant County Relay for Life (April 2009) was a huge success, raising over \$78,000.00. Team Driftless Market raised over \$1,500.00.

In summer 2008 at my home studio in Mineral Point, I began developing *The Capitola Review*, a publication that would reflect several mediums. Like Celia Thaxter's salon, such an endeavor required kindred spirits. In short order the advisory committee of *The Capitola Review* welcomed Erin Falligant, Mark Miskelly, and Judith Lary: old friends who share a love of the written word and visual expression. In establishing River Current Press - a parent non-profit to publish *The Capitola Review* - we signed up for the journey, the illumination, and the harmony to be found in introducing to the public an artistic language elsewhere unseen or heard.

Looking back it is clear the first issue was put together with equal measure energy and impulse. Numerous phone calls, letters,

email, and the emergence of work by local writers such as Lois R. Holland and Bruce Rowe expanded the publication's scope. By the time we began planning the second issue, it was agreed we meet at a neutral site, one that offered an expanse for further review, focus, conversation, and personal growth.

Enter the beginning of the "Big House Sessions," held at a Mediterranean Revival mansion built in 1922 by inventor and humanitarian Magnus Swenson, Erin Falligant's great-great-grandfather. Swenson was a Norwegian immigrant who became an internationally famous inventor. He patented over 200 machines and processes, built hydroelectric dams on the Wisconsin River, and founded the Norwegian-American Steamship lines.

The Big House sits at the end of a long, winding drive on the southern shore of Lake Mendota. Declared a Madison landmark in 1979, the house is largely unchanged, its book-lined walls rich with history and inspiring voices from the past—the perfect

starting point for subsequent issues of *The Capitola Review*, beginning with our Spring Issue No. 2. From this session emerged names familiar and new: poems, photographs, short stories, and paintings wove a narrative diverse in medium while unified in the honest approach given to exploring, even excavating, the human condition.

Artists whose work graces the pages of *The Capitola Review* take the experience "on the road" with readings at retailers selling our publication. Through this process, an audience and performer dialogue emerges, new connections are made, and - as happened with our second issue - an artist seated in the audience finds a home for his or her work, a new voice enters the collective, and the ever-growing family of language and expression grows.



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Thank You from the Driftless Market for making our first year a success!

Special 1 Year Anniversary Events:

- **1 year Anniversary Party - Thursday, June 4th from 5-7pm**
Join us for refreshments, entertainment and in-store specials
- **Capitola Review Artist Reading - Sat, June 20th, 2-4 pm**
Artist reading & display from the 2nd Publication of Capitola Review

Month long specials and activities in June:

- **Week One** (June 1-6): Purchases over \$35.00 receive a Driftless Market reusable canvas bag.
- **Week Two** (June 8-13): 10% Off on the purchase of a Driftless Market Stainless Steel Water Bottle.
- **Week Three** (June 15-20): Photo Board: Bring in a photo of yourself or a family member enjoying a Driftless Market product and receive a 5% discount on your order.
- **Week Four** (June 22-30): Youth Art Display & Drawing: Submit a youth drawing or small artwork to be displayed and be entered in drawing at the end of the month for a \$25.00 Driftless Market Gift Card.

